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Attn: Examiner Paul L. Rodriguez

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From: Caroline Do, Esq., Reg. No. 47,529

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Re: U.S. Pat. Appln. Ser. No. 09/295,856

Filed: April 21, 1999

Title: SYSTEM, METHOD AND ARTICLE OF  
MANUFACTURE FOR TRANSMISSION OF  
ADVERTISEMENTS BASED ON THE  
CONTENT OF AN ELECTRONIC STORAGE  
MEDIUM (as amended)

Confirmation No.: 7668

Art Unit: 2125

Inventor: Todd R. COLLART

Our Ref. No.: IA 1506.01A US

Bfy  
#42**AFTER-FINAL COMMUNICATION****ATTENTION: EXAMINER PAUL L. RODRIGUEZ  
ART UNIT 2125**

Please note: This is a re-transmission. This facsimile was originally transmitted on November 6, 2003 (please see attached applicant's transmission report).

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To: MAIL STOP AF  
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Alexandria, VA 22313-1450

Date: November 6, 2003

Number of Pages: Cover + 15

Attn: Examiner Paul L. Rodriguez

**FAX NO. (703) 746-7238**

Tel. No. (703) 746-7240

From: Caroline Do, Esq., Reg. No. 47,529

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02	48382319258104209180	Oct. 02 06:25PM	01'25	SND	04	OK
03	4995673	Oct. 06 02:21PM	00'44	SND	01	PRESSED THE STOP KEY
04	18003409378	Oct. 08 03:13PM	00'31	SND	01	OK
05	7700575	Oct. 09 11:10AM	00'39	SND	01	OK
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13	13109522977	Oct. 21 03:47PM	00'36	SND	01	OK
14	17037464000	Oct. 22 03:42PM	01'26	SND	03	OK
15	0116563337222	Oct. 22 04:10PM	01'26	SND	02	OK
16	12126533124	Oct. 23 12:27PM	00'32	SND	01	OK
17	18003579995	Oct. 24 09:39AM	01'05	SND	04	OK
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21	011886222252674	Oct. 29 03:25PM	00'39	SND	01	OK
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26	16269623200	Nov. 05 09:16AM	01'10	SND	03	OK
27	17037464000	Nov. 05 02:32PM	00'38	SND	01	OK
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29	16192236158	Nov. 05 02:48PM	01'15	SND	01	OK
30	17037467238	Nov. 05 04:58PM	05'13	SND	16	OK

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November 6, 2003

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PATENT TRADEMARK OFFICE

**VIA FACSIMILE**

MAIL STOP AF

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Re: U.S. Patent Application Serial No.: 09/295,856  
Filed: April 21, 1999  
Confirmation No.: 7668  
Title: SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR  
TRANSMISSION OF ADVERTISEMENTS BASED ON THE CONTENT  
OF AN ELECTRONIC STORAGE MEDIUM (as amended)  
Inventor: Todd R. Collart  
Our File No.: IA 1506.01A US

Dear Sir:

Enclosed for filing in the above-referenced application are the following documents:

1. Transmittal Form;
2. Amendment and Response (Pages 1 – 12);
3. Communication: Request for Change of Attorney Docket Number
4. Cover Letter (Document Control Number: 5H239S); and
5. Certificate of Facsimile dated November 6, 2003.

Please acknowledge receipt of this transmittal.

Very truly yours,

DISCOVISION ASSOCIATES

A handwritten signature in cursive script, appearing to read 'Caroline Do'.

Caroline Do, Esq.

Reg. No. 47,529

Senior Patent Prosecution Attorney

INTELLECTUAL PROPERTY DEVELOPMENT

CD:rmf

Enclosures

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November 6, 2003  
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Renee M. Franks  
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(Signature)

PTO/SB/21 (08-03)

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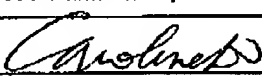
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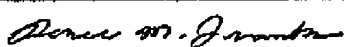
<b>TRANSMITTAL FORM</b> (to be used for all correspondence after initial filing)	Application Number	09/295,856
	Filing Date	April 21, 1999
	First Named Inventor	Todd R. Collart
	Art Unit	2125
	Examiner Name	Paul L. Rodriguez
Total Number of Pages in This Submission	Attorney Docket Number	IA 1506.01A US

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below): Request for Change of Attorney Docket Number, Cover Letter, and Certificate of Facsimile dated November 6, 2003
Remarks _____		

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm or Individual name	DISCOVISION ASSOCIATES -- Intellectual Property Development 2355 Main Street, Suite 200, Irvine, CA 92614 -- U.S.A. -- Tel: (949) 660-5000
Signature	
Date	November 6, 2003

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Typed or printed name	Renee M. Franks		
Signature		Date	November 6, 2003

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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